

Guide

FOR TRAINERS

Objective

The main objective is the development of new and **innovative methods** to further strengthening creativity and entrepreneurship in VET programs in the furniture sector.

Educational Aims

The course aims to create a **Catalyst Agent**, a subject acting as a builder of strategic connections between different actors: **managers** and **creative professionals**.

How to use

Please check out the 4 icons below where you can find relevant info for **managers** about how to use our curriculum, training content and work based learning tool in their teaching process/classes.



Curriculum
[link](#)



MOOC
[link](#)



WBLT
[link](#)



Best practices

Advantages

Knowledge about **innovative management**, **creative marketing** and how to develop **winning projects**, knowledge about **innovative materials** and **new technologies** in furniture design.

Best Practices

Please, send your best practices to info@facetproject.eu

COMPANIES

FURNITURE



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Curriculum

A 5 module [course](#) aiming research for creative elements and an overview of the processes which employ them: thinking, designing, manufacturing, management.



MOOC

[Platform](#) functionalities developing the creative capacities of one's person by developing special creative skills and acquiring group techniques can enhance creative thinking in the case of companies that work within the creative domain.



Work based learning tool

The [tool](#) employs a certain set of skills that focus on organising the creative thinking, designing and manufacturing processes. Creative management has the role of ensuring that all creative processes are given sufficient time and attention by employees or creative professionals.



Best practices

Setting examples for targets: HR managers, managers, employees, creative professionals.

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Curriculum

5 MODULES of [course](#) research for *creative professionals* through the elements of creativity: an overview of processes, which employ creativity: thinking, designing, manufacturing, management for companies.

MODULE 1 - Creativity & Creative Thinking

- Creative Processes
- Creativity Tools
- Creative Styles
- Creative Techniques in Furniture Design

MODULE 2 - Creativity & Innovation

- Creativity and competitiveness
- Design methods and tools for creativity
- Creativity and design for innovation
- Creativity and innovation management
- Communication design and branding innovation

MODULE 3 - Motivational Creativity

- Introduction to motivational creativity
- The motivation for creativity
- Creativity development – Motivate yourself!
- Creative motivation – Intrinsic and extrinsic
- Goal setting and creative goals

MODULE 4 - Sustainable Creativity

- Sustainable Thinking, Circular Economy and Carbon Footprint and LCA
- Sustainable design & construction
- Eco furniture & product design
- Design of Healthy and Productive Interiors to work and live
- Efficient Management of Energy, Water & Materials

MODULE 5 - Creativity & Entrepreneurship

- Concepts of entrepreneur and entrepreneurship in industrial context
- Entrepreneurship and creativity for competitiveness
- Strategic Management, Leadership and Branding
- Strategic Innovation and Business Models
- Creativity and entrepreneurship in industrial companies: the case of the furniture industry

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MOOC

Platform functionalities developing the creative capacities of one's person by developing special creative skills and acquiring group techniques can enhance creative thinking of *creative professionals*.

NAVIGATION

The *Homepage* contains the curriculum which is available in 7 languages:

- English, Greek, Italian, Romanian, Spanish, Portuguese, Czech.

The *Dashboard* contains several items such as:

- **Site pages**
 - Site blogs
 - Site badges
 - Tags
 - Calendar
 - Upcoming events
- **My course**
 - Timeline
 - Private files
 - Online users
 - Badges (the ones that the user obtained after covering different phases of the course)
 - Grades (for evaluating you knowledge)
 - Course structure
 - Creativity & Creative Thinking
 - Creativity & Innovation
 - Motivational Creativity
 - Sustainable Creativity
 - Creativity & Entrepreneurship
 - Work-based Tool

ADMINISTRATION

Here users can manage their grades and have an overview report regarding their online performance and activity.

- Grade administration
 - Overview report
 - User report
- Course administration

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Work based learning tool

Find the right design process to create a project in an innovative, sustainable and creative way! The [work based learning tool](#) aims to offer *creative professionals* a clear guide regarding innovative products, brand identity and sustainable projects. You will quickly find answers to relevant topics: Product, Communication & Project scenarios.

HOW DO I DESIGN A PRODUCT?

Phase 1 - Company Briefing (holistic approach, selection of the most appropriate concepts, developing the creative potential of the selected concepts, define a clear objective, budget and timing)

Phase 2 – Team creation (selection of different types of specialists, creation of group hierarchy, division of specific roles and tasks)

Phase 3 – Research, analysis and gathering inspiration (holistic approach: analysis of cultural, historical, economic and social context; developing of the design concept; design thinking, creative designing)

Phase 4 – Generating ideas (brainstorming, concept creation: workshop, co-design session, B2B meetings)

Phase 5 – Designing (streamline new design, procure sustainability)

Phase 6 – Prototyping (creative manufacturing, transforming a virtual concept into a physical one, optimize/reduce material use)

Phase 7 – Test (verification, optimization)

Phase 8 – Executive creation (optimize production)

HOW DO I DESIGN A BRAND IDENTITY?

Total of 7 phases that guide *creative professionals* through: team creation, research, generating ideas, prototyping, test, executive creation.

HOW DO I MANAGE A PROJECT?

Total of 8 phases that guide *creative professionals* through: plan, research, define objectives & results, define recipients, define strategy, define impact & sustainability, test, presentation of the final project.

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